Everyone in the act from Detroit □ Getting ready for CTAM □ Reflections of a TV censor

# Broadcasting Jul 21

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

7/22/80 C 1930-1 U


## Minneapolis/St. Paul's five favorite TV programs are KSTP-TV's Eyewitness News!*

**ARBITRON TELEVISION Top 25 PROGRAMS**

Market: Minneapolis-St. Paul
Survey: April 30–May 27, 1980

| Rank | Program | Metro Rating |
|---|---|---|
| 1 | Eyewitness News (Mon. 10 PM) | 27 |
| | Eyewitness News (Wed. 10 PM) | 27 |
| | Eyewitness News (Thurs. 10 PM) | 25 |
| 3 | Eyewitness News (Sun. 10 PM) | 24 |
| 4 | Eyewitness News (Tues. 10 PM) | 24 |
| | 60 Minutes | 24 |

*KSTP-TV's 10 PM Eyewitness News occupies seven of the top eleven positions in the market, seven nights a week.

abc 5

KSTP-TV
Minneapolis, St. Paul

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# The Week in Brief

TOP OF THE WEEK

**EVERYBODY IN THE ACT** ☐ Live coverage of political conventions—long the domain of the networks—is now also being provided by local stations and groups via satellite. That's good news for the stations, but whether the conventions are good enough news for the networks to devote traditional heavy coverage is once again a question. **PAGE 27.**

**UPSTAIRS AT RCA: CHAPTER 2** ☐ Silverman says he won't replace Pfeiffer, slides more responsibility to Salant. Backe's name pops up. RCA directors reported in at least one meeting about further replacements. **PAGE 33.**

**WHEELER'S OLIVE BRANCH** ☐ NCTA's president makes a plea for broadcasters and cablecasters to forget the past and work together as partners. First step could be in local programing on cable, he says. **PAGE 33.**

**STOP THE GRANTS** ☐ Upset by NCTA support of certain provisions in the Senate's latest Communications Act rewrite, the National League of Cities urges its members to protest by imposing a moratorium on franchising. **PAGE 34.**

MEDIA

**CABLE'S PRESENCE IN MARKETING** ☐ CTAM's growth is one indicator of the new business orientation of the industry. The trend will be further analyzed at the society's Aug. 3-6 annual meeting in San Francisco. **PAGE 35.**

**COMMUNITY HELP** ☐ Cablevision Systems sweetens the pot in its bid for a Brooklyn franchise by offering to cut in a local redevelopment group. **PAGE 38.**

**STV RUNS UP A FLAG** ☐ Formation of Subscription Television Association is formally announced in Washington. Rinaldo Brutoco is first chairman; Terry Mahn named executive director. **PAGE 40.**

BUSINESS

**BOYCOTT BOUNCE** ☐ RCA says its decline in second-quarter profits in partly attributable to a $16-million loss NBC suffered after the pull-out from the summer Olympics in Moscow. **PAGE 41.**

**A DIP FOR TAFT** ☐ The company expects its first-quarter profits to be held down by performance of its amusement and entertainment groups. **PAGE 41.**

**UNWANTED** ☐ Twentieth Century-Fox goes to court to force out 21% owner Chris-Craft. Problems in acquiring more VHF's are cited. **PAGE 44.**

PROGRAMING

**NO VIEWING LOSSES** ☐ A CPB-sponsored study concludes there is little danger that videocassette recorders will have a negative effect on audience sizes. **PAGE 46.**

JOURNALISM

**THE BIG BACKYARD STORY** ☐ GOP convention time provided Detroit stations an opportunity to put on a media show about national happenings on the local scene. **PAGE 48.**

LAW & REGULATION

**SOUNDS OF DROP-INS** ☐ The FCC is working on a document that could herald the addition of VHF's in some markets under an "equivalent protection" standard. **PAGE 50.**

**REJECTED** ☐ The FCC turns down Accuracy in Media's equal-time complaint about a John Anderson appearance on *Today*, saying the program is a bona fide news show. **PAGE 51.**

AT LARGE

**TV'S TASTE TESTER** ☐ For 13 years at NBC, Herminio Traviesas was probably one of the most visible of all the so-called network censors. Now retired, but still serving as consultant to that network, he discusses the evolution of today's attitudes towards television's treatment of sex, violence and other sensitive subjects. **PAGE 52.**

PROFILE

**THE $400-MILLION WOMAN** ☐ Marcella Rosen says Barnard College inspired its women not to settle for second best. That is one reason she has risen to senior vice president and media director of N W Ayer ABH International with primary responsibility for almost $400 million in expenditures. **PAGE 81.**


| | | | | | | | |
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# Summary of Broadcasting

## FCC Tabulations as of May 31, 1980

| | Licensed | On air STA* | CP's on air | Total on air | CP's not on air | Total authorized** |
|---|---|---|---|---|---|---|
| Commercial AM | 4552 | 3 | 3 | 4558 | 114 | 4672 |
| Commercial FM | 3197 | 2 | 0 | 3199 | 160 | 3359 |
| Educational FM | 1047 | 0 | 3 | 1050 | 81 | 1113 |
| Total Radio | 8796 | 5 | 6 | 8807 | 355 | 9162 |
| Commercial TV | | | | | | |
| VHF | 516 | 1 | 0 | 517 | 9 | 526 |
| UHF | 226 | 0 | 3 | 229 | 75 | 304 |
| Educational TV | | | | | | |
| VHF | 100 | 1 | 4 | 105 | 6 | 111 |
| UHF | 155 | 2 | 5 | 162 | 9 | 171 |
| Total TV | 997 | 4 | 12 | 1013 | 99 | 1112 |
| FM Translators | 314 | 0 | 0 | 314 | 148 | 462 |
| TV Translators | | | | | | |
| VHF | 2537 | 0 | 0 | 2537 | 190 | 2727 |
| UHF | 1288 | 0 | 0 | 1288 | 424 | 1712 |

*Special temporary authorization

**Includes off-air licenses

# Week's worth of earnings reports from stocks on Broadcasting's index

| Company | Period/Ended | Current and change: Revenues | % Change | Net Income | % Change | Per Share | Year earlier: Revenues | Net Income | Per Share |
|---|---|---|---|---|---|---|---|---|---|
| **Ampex** | year 5/3/80 | $469,120,000 | +23.5 | $34,659,000 | + 26.7 | 3.03 | $379,870,000 | $27,351,000 | 2.41 |
| **Burnup & Sims** | year 4/30/80 | 169,933,000 | +23.7 | 6,445,000 | + 99.6 | .74 | 137,410,000 | 3,228,000 | .38 |
| **Cablecom-General** | 6 mo. 5/31 | 22,018,012 | +30.1 | 3,508,729 | + 50.7 | 1.35 | 16,918,324 | 2,327,817 | .91 |
| **Chris-Craft Industries** | 9 mo. 5/31 | 77,870,000 | - 2.3 | 10,011,000 | + 22.5 | 3.19 | 79,669,000 | 8,172,000 | 1.95 |
| **Electronics, Missiles & Comm.** | year 3/31/80 | 4,198,239 | +35.5 | 397,382 | + 72.4 | .14 | 3,096,091 | 230,423 | .08 |
| **Gannett Co.** | 6 mo. 6/30 | 581,502,000 | +14.5 | 67,670,000 | + 12.1 | 1.88 | 507,909,000 | 60,385,000 | 1.70 |
| **General Instrument** | 3 mo. 6/1 | 205,010,000 | +36.2 | 15,025,000 | + 44.4 | 1.69 | 150,481,000 | 10,407,000 | 1.27 |
| **General Tire & Rubber** | 6 mo. 5/31 | *1,043,269,000 | - 7.0 | *-4,369,000 | -110.3 | - .19 | 1,121,563,000 | 45,308,000 | 1.91 |
| **Grey Advertising** | 3 mo. 3/31 | 20,211,000 | +13.6 | 624,000 | + 5.4 | 1.02 | 17,799,900 | 592,000 | .95 |
| **Gulf + Western** | 9 mo. 4/30 | 4,438,515,000 | +10.8 | 191,686,000 | + 14.9 | 3.30 | 4,004,028,000 | 166,758,000 | 2.67 |
| **Harte-Hanks Communications** | 6 mo. 6/30 | 141,604,000 | +26.3 | 9,790,000 | + 17.7 | 1.04 | 112,064,000 | 8,315,000 | .90 |
| **Multimedia** | 6 mo. 6/30 | 76,560,891 | +24.5 | 9,635,764 | + 13.5 | .96 | 61,505,925 | 8,486,697 | .85 |
| **A.C. Nielsen** | 9 mo. 5/31 | 356,681,000 | +23.1 | 21,101,000 | + 12.4 | 1.92 | 289,722,000 | 18,774,000 | 1.71 |
| **Tele-Communications** | 3 mo. 3/31 | 27,995,000 | +35.3 | 1,232,000 | - 93.1 | .10 | 20,684,000 | **17,764,000 | 1.63 |
| **Varian Associates** | 6 mo. 3/28 | 287,104,000 | +30.6 | 9,249,000 | +297.0 | 1.21 | 219,895,000 | -3,115,000 | - .42 |

* Subsidiary RKO General had revenues of $141,172,000 and income of $10,371,000 for the six months of 1980. Revenues of $121,127,000 and income of $15,915,000 were reported for corresponding six months of 1979.

** Tele-Communications's net income in six months of 1979 reflects gains from sale of affiliate's holdings in Resorts International common stock.